

ORDER



KLAS

Orders
Order / Rev: 37575
Alt Order #: 08879973
Product Desc: Issue
Estimate: 2029
Flight Dates: 10/16/12 - 11/06/12
Original Date / Rev: 10/11/12 / 10/11/12
Order Type: GENERAL

Primary AE: Mike Jones
Sales Office: K-WAS
Sales Region: National

Agency Name: Waterfront Strategies
Buying Contact:
Billing Contact:
 1010 Wisconsin Avenue
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Patriot Majority
Demographic: A35+
Product Codes: PO4
Priority: LV1
Revenue Codes: AGY, POL, ISS

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	91	\$171,000.00	\$145,350.00
10/29/12	11/06/12	61	\$103,300.00	\$87,805.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	91	\$171,000.00	\$145,350.00	0.00
November 2012	61	\$103,300.00	\$87,805.00	0.00
Totals	152	\$274,300.00	\$233,155.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total
KLAS	30%	\$274,300.00
Market	100%	\$914,333.33

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$228,583.33
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$45,716.67
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	8	10/16/12	10/22/12	8 News Now 6a M-F	CM	6-7a	MTWTF--	:30	5	\$1,200.00	LV1	0.00	NM	5	\$6,000.00
8 NEWS NOW AT 5-7AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/16/12	10/22/12	MTWTF--	5		\$1,200.00		0.00						
2	8	10/23/12	10/29/12		CM	6-7a	MTWTF--	:30	5	\$1,200.00	LV1	0.00	NM	5	\$6,000.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				8 News Now 6a M-F										
				8 News Now 6a M-F										
				8 NEWS NOW AT 5-7AM										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	MTWTF--				5	\$1,200.00		0.00			
3	8	10/30/12	11/05/12	8 News Now 6a M-F	CM	6-7a MTWTF--	:30	5	\$1,200.00	LV1	0.00	NM	5	\$6,000.00
				8 News Now 6a M-F										
				8 NEWS NOW AT 5-7AM										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF--				5	\$1,200.00		0.00			
4	8	11/06/12	11/06/12	8 News Now 6a M-F	CM	6-7a -T-----	:30	1	\$1,200.00	LV1	0.00	NM	1	\$1,200.00
				8 News Now 6a M-F										
				8 NEWS NOW AT 5-7AM										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	-T-----				1	\$1,200.00		0.00			
5	8	10/16/12	10/22/12	CBS This Morning 7-9a	CM	7-9a MTWTF--	:30	10	\$1,000.00	LV1	0.00	NM	10	\$10,000.00
				CBS This Morning										
				CBS THIS MORNING										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	MTWTF--				10	\$1,000.00		0.00			
6	8	10/23/12	10/29/12	CBS This Morning 7-9a	CM	7-9a MTWTF--	:30	10	\$1,000.00	LV1	0.00	NM	10	\$10,000.00
				CBS This Morning										
				CBS THIS MORNING										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	MTWTF--				10	\$1,000.00		0.00			
7	8	10/30/12	11/05/12	CBS This Morning 7-9a	CM	7-9a MTWTF--	:30	8	\$1,000.00	LV1	0.00	NM	8	\$8,000.00
				CBS This Morning										
				CBS THIS MORNING										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF--				8	\$1,000.00		0.00			
8	8	11/06/12	11/06/12	CBS This Morning 7-9a	CM	7-9a -T-----	:30	2	\$1,000.00	LV1	0.00	NM	2	\$2,000.00
				CBS This Morning										
				CBS THIS MORNING										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	-T-----				2	\$1,000.00		0.00			
9	8	10/21/12	11/04/12	8 News Now Sun AM #1	CM	8 News Now Sun A-----S	:30	1	\$500.00	LV1	0.00	NM	2	\$1,000.00
				8 News Now Sun AM #1										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S				1	\$500.00		0.00			
		Week: 10/22/12	10/28/12	-----				0	\$0.00		0.00			
		Week: 10/29/12	11/04/12	-----S				1	\$500.00		0.00			
10	8	10/16/12	11/05/12	Live w/Kelly	CM	9-10a MTWTF--	:30	4	\$1,100.00	LV1	0.00	NM	12	\$13,200.00
				Live w/Kelly										
				LIVE! WITH KELLY										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	MTWTF--				4	\$1,100.00		0.00			
		Week: 10/23/12	10/29/12	MTWTF--				4	\$1,100.00		0.00			
		Week: 10/30/12	11/05/12	MTWTF--				4	\$1,100.00		0.00			
11	8	10/16/12	10/22/12	8 News Now Noon M-F	CM	12-1230p MTWTF--	:30	3	\$1,200.00	LV1	0.00	NM	3	\$3,600.00
				8 News Now Noon M-F										
				8 NEWS NOW AT NOON										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	MTWTF--				3	\$1,200.00		0.00			
12	8	10/23/12	10/29/12	8 News Now Noon M-F	CM	12-1230p MTWTF--	:30	4	\$1,200.00	LV1	0.00	NM	4	\$4,800.00
				8 News Now Noon M-F										
				8 NEWS NOW AT NOON										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	MTWTF--				4	\$1,200.00		0.00			
13	8	10/30/12	11/05/12	8 News Now Noon M-F	CM	12-1230p MTWTF--	:30	3	\$1,200.00	LV1	0.00	NM	3	\$3,600.00
				8 News Now Noon M-F										
				8 NEWS NOW AT NOON										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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13	8	10/30/12	11/05/12	8 News Now Noon M-F	CM	12-1230p	MTWTF--	:30	3	\$1,200.00	LV1	0.00	NM	3	\$3,600.00
				8 News Now Noon M-F											
				8 NEWS NOW AT NOON											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF--					3	\$1,200.00		0.00			
14	8	11/06/12	11/06/12	8 News Now Noon M-F	CM	12-1230p	-T-----	:30	1	\$1,200.00	LV1	0.00	NM	1	\$1,200.00
				8 News Now Noon M-F											
				8 NEWS NOW AT NOON											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	-T-----					1	\$1,200.00		0.00			
15	8	10/16/12	11/05/12	Ellen	CM	3-4p	MTWTF--	:30	3	\$1,600.00	LV1	0.00	NM	10	\$16,000.00
				Ellen											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	MTWTF--					3	\$1,600.00		0.00			
		Week: 10/23/12	10/29/12	MTWTF--					4	\$1,600.00		0.00			
		Week: 10/30/12	11/05/12	MTWTF--					3	\$1,600.00		0.00			
16	8	10/21/12	11/04/12	Sun 530-6p Ins Ed Wknd	CM	530-6p	-----S	:30	1	\$650.00	LV1	0.00	NM	2	\$1,300.00
				Inside Edition Wknd											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S					1	\$650.00		0.00			
		Week: 10/22/12	10/28/12	-----					0	\$0.00		0.00			
		Week: 10/29/12	11/04/12	-----S					1	\$650.00		0.00			
17	8	10/16/12	10/22/12	8 News Now 4p M-F	CM	4-5p	MTWTF--	:30	3	\$1,600.00	LV1	0.00	NM	3	\$4,800.00
				8 News Now 4p M-F											
				8 NEWS NOW AT 4PM & 430PM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	MTWTF--					3	\$1,600.00		0.00			
18	8	10/23/12	10/29/12	8 News Now 4p M-F	CM	4-5p	MTWTF--	:30	3	\$1,600.00	LV1	0.00	NM	3	\$4,800.00
				8 News Now 4p M-F											
				8 NEWS NOW AT 4PM & 430PM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	MTWTF--					3	\$1,600.00		0.00			
19	8	10/30/12	11/05/12	8 News Now 4p M-F	CM	4-5p	MTWTF--	:30	3	\$1,600.00	LV1	0.00	NM	3	\$4,800.00
				8 News Now 4p M-F											
				8 NEWS NOW AT 4PM & 430PM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF--					3	\$1,600.00		0.00			
20	8	11/06/12	11/06/12	8 News Now 4p M-F	CM	4-5p	-T-----	:30	1	\$1,600.00	LV1	0.00	NM	1	\$1,600.00
				8 News Now 4p M-F											
				8 NEWS NOW AT 4PM & 430PM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	-T-----					1	\$1,600.00		0.00			
21	8	10/16/12	11/05/12	8 News Now 5-630p M-F	CM	5-630p	MTWTF--	:30	5	\$1,700.00	LV1	0.00	NM	15	\$25,500.00
				8 News Now 5-630p M-F											
				8 NEWS NOW ROTATION											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	MTWTF--					5	\$1,700.00		0.00			
		Week: 10/23/12	10/29/12	MTWTF--					5	\$1,700.00		0.00			
		Week: 10/30/12	11/05/12	MTWTF--					5	\$1,700.00		0.00			
22	8	10/20/12	11/03/12	Politics Now S Sebelius	CM	Various	-----S-	:30	1	\$1,000.00	LV1	0.00	NM	3	\$3,000.00
				Politics Now S Sebelius		(5:30 PM-6:00 PM)									
				POLITICS NOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S-					1	\$1,000.00		0.00			
		Week: 10/22/12	10/28/12	-----S-					1	\$1,000.00		0.00			
		Week: 10/29/12	11/04/12	-----S-					1	\$1,000.00		0.00			
23	8	10/21/12	11/04/12	8 News Now Sun 5-7p	CM	5-7p	-----S	:30	1	\$1,500.00	LV1	0.00	NM	3	\$4,500.00
				8 News Now Sun 5-7p		(4:00 PM-4:30 PM)									
				8 NEWS NOW @ 4P (AFTER NFL)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S					1	\$1,500.00		0.00			
		Week: 10/22/12	10/28/12	-----S					1	\$1,500.00		0.00			

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23	8	10/21/12	11/04/12	8 News Now Sun 5-7p 8 News Now Sun 5-7p 8 NEWS NOW @ 4P (AFTER NFL)	CM	5-7p (4:00 PM-4:30 PM)	:30	1	\$1,500.00	LV1	0.00	NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1			\$1,500.00		0.00			
24	8	10/16/12	10/30/12	Tue 8-9p Tue 8-9p	CM	8-9p -T-----	:30	1	\$3,000.00	LV1	0.00	NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-T-----		1			\$3,000.00		0.00			
		Week: 10/22/12	10/28/12	-----		0			\$0.00		0.00			
		Week: 10/29/12	11/04/12	-T-----		1			\$3,000.00		0.00			
25	8	10/23/12	10/23/12	Tue 9-10p NCIS: LA	CM	9-10p -T-----	:30	1	\$3,000.00	LV1	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-T-----		1			\$3,000.00		0.00			
26	8	10/17/12	10/31/12	Wed 8-9p Survivor: Philippines	CM	8-9p --W----	:30	1	\$16,000.00	LV1	0.00	NM	2	\$32,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	--W----		1			\$16,000.00		0.00			
		Week: 10/22/12	10/28/12	-----		0			\$0.00		0.00			
		Week: 10/29/12	11/04/12	--W----		1			\$16,000.00		0.00			
27	8	10/24/12	10/24/12	Wed 10-11p CSI	CM	10-11p --W----	:30	1	\$15,000.00	LV1	0.00	NM	1	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--W----		1			\$15,000.00		0.00			
28	8	11/01/12	11/01/12	Thu 10-11p Elementary	CM	10-11p ---T---	:30	1	\$12,000.00	LV1	0.00	NM	1	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---T---		1			\$12,000.00		0.00			
29	8	10/21/12	10/21/12	Sun 7-8p 60 Minutes	CM	7-8p -----S	:30	1	\$25,000.00	LV1	0.00	NM	1	\$25,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S		1			\$25,000.00		0.00			
30	8	10/20/12	11/04/12	8 News Now 11p Sa/Su 8 News Now Sa/Su 11p	CM	11-1135P -----SS	:30	1	\$1,100.00	LV1	0.00	NM	3	\$3,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----SS		1			\$1,100.00		0.00			
		Week: 10/22/12	10/28/12	-----SS		1			\$1,100.00		0.00			
		Week: 10/29/12	11/04/12	-----SS		1			\$1,100.00		0.00			
31	8	10/16/12	11/05/12	8 News Now 11p M-F 8 News Now 11p M-F	CM	11-1135p MTWTF--	:30	3	\$2,500.00	LV1	0.00	NM	9	\$22,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	MTWTF--		3			\$2,500.00		0.00			
		Week: 10/23/12	10/29/12	MTWTF--		3			\$2,500.00		0.00			
		Week: 10/30/12	11/05/12	MTWTF--		3			\$2,500.00		0.00			
32	8	10/16/12	11/05/12	Letterman Letterman	CM	1135p-1237a (11:35 PM-12:37 XM)	:30	3	\$950.00	LV1	0.00	NM	9	\$8,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	MTWTF--		3			\$950.00		0.00			
		Week: 10/23/12	10/29/12	MTWTF--		3			\$950.00		0.00			
		Week: 10/30/12	11/05/12	MTWTF--		3			\$950.00		0.00			
33	8	10/16/12	11/05/12	Craig Ferguson Craig Ferguson	CM	1237a-137a (12:37 XM-1:37 XM)	:30	3	\$450.00	LV1	0.00	NM	9	\$4,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	MTWTF--		3			\$450.00		0.00			
		Week: 10/23/12	10/29/12	MTWTF--		3			\$450.00		0.00			
		Week: 10/30/12	11/05/12	MTWTF--		3			\$450.00		0.00			

Order / Rev: 37575
 Alt Order #: 08879973
 Flight Dates: 10/16/12 - 11/06/12

Advertiser: Patriot Majority
 Product Desc: Issue
 Estimate: 2029
 KLAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
33	8	10/16/12	11/05/12	Craig Ferguson Craig Ferguson	CM	1237a-137a MTWTF-- (12:37 XM-1:37 XM)	:30	3	\$450.00	LV1	0.00	NM	9	\$4,050.00
LATE LATE SHOW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/16/12	10/22/12	MTWTF--		3		\$450.00			0.00			
		Week: 10/23/12	10/29/12	MTWTF--		3		\$450.00			0.00			
		Week: 10/30/12	11/05/12	MTWTF--		3		\$450.00			0.00			
Totals													152	\$274,300.00